



# WATER MANAGEMENT CERTIFICATION PROGRAM

*A WaterSense Labeled Program*



Presented by David Silva, Program Manager

# CLCA's Certification Program

- First and only performance based landscape industry certification open to anyone
- Established in 2005 from a recommendation to AB 2717
- Received the EPA WaterSense label in 2010 as an approved certification provider
- Received the 2010 Silicon Valley Water Conservation Award for Education

# How CLCA's Certification Program Works

- Participants must pass a 50 problem, multiple-choice, written test with a 70% or above
- Participate or complete an irrigation catch-can test with an IA or CLCA Certified Water Manager™
- Basic Managers perform water management to a budget and 80% ETo on at least one landscape site
- Expert Managers at least five landscape sites

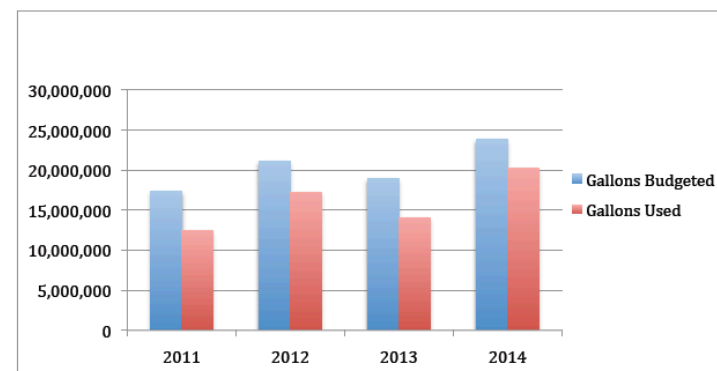


# CLCA Certification Facts

- On average 8-10 trainings for contractors are held statewide per year from October – May
- Specific clientele market is landscape contractors, average program participant is the mid-sized commercial maintenance contractor company
- Part of the program we find is the most effective water management tool, the actual performance part

sites.

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Total Gallons Budgeted	17,347,175	21,095,717	18,966,288	23,850,116
Total Gallons Used	12,493,874	17,197,889	14,104,333	20,252,189
<b>Gallons Net</b>	<b>4,853,301</b>	<b>3,897,828</b>	<b>4,861,955</b>	<b>3,597,927</b>



# CLCA Certification Performance Measurements

CLCA looks at a few metrics to gage performance such as:

- Written Test Scores
- Program Participants
- Number of Certified Individuals
- Managed Landscape Sites
- Participating Companies
- Region of Participation

## Program Statistics

### Current Certified Individuals

	June 1, 2011	June 1, 2012	June 1, 2013	Dec. 31, 2014
Basic CWM	112	135	128	137
Expert CWM	7	7	10	22
<b>Total</b>	<b>119</b>	<b>142</b>	<b>138</b>	<b>159</b>

### Written Test Scores

	Pass	Fail	Pass Rate
<b>2014-15 Trainings</b>			
S.W.E.L.L. (Hunter)	6	6	100.00%
XL LS Las Vegas (October)	4	2	68.00%
San Jose (January)			
LIS Ontario (February)			
Irvine (March) <i>unconfirmed</i>			
EBMUD (March) <i>unconfirmed</i>			
Santa Barbara (April) <i>unconfirmed</i>			
Santa Rosa (April) <i>unconfirmed</i>			
Ewing Dublin (May) <i>unconfirmed</i>			
Hunter San Diego (May) <i>unconfirmed</i>			
Ewing Glendale (October) <i>unconfirmed</i>			
Hunter (San Diego) <i>unconfirmed</i>			
Palo Alto (November) <i>unconfirmed</i>			
Santa Monica (December) <i>unconfirmed</i>			

See attached Proposed 2015 Schedule for more information

### 2013-14 Trainings

San Diego (Hunter)	7	1	87.50%
Pleasanton (Zone 7)	8	6	57.14%
Cuyamaca Students	8	1	88.89%
LIS Los Angeles	16	3	84.21%
San Jose (January)	0	0	100.00%
LIS Ontario (February)	10	3	84.38%
Cuyamaca Students	8	1	88.89%
Pleasanton (Zone 7)	8	0	100.00%
San Diego (Hunter)	1	1	50.00%

### 2013-14 Trainings

See attached Proposed 2015 Schedule for more information

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# CLCA Certification Obstacles

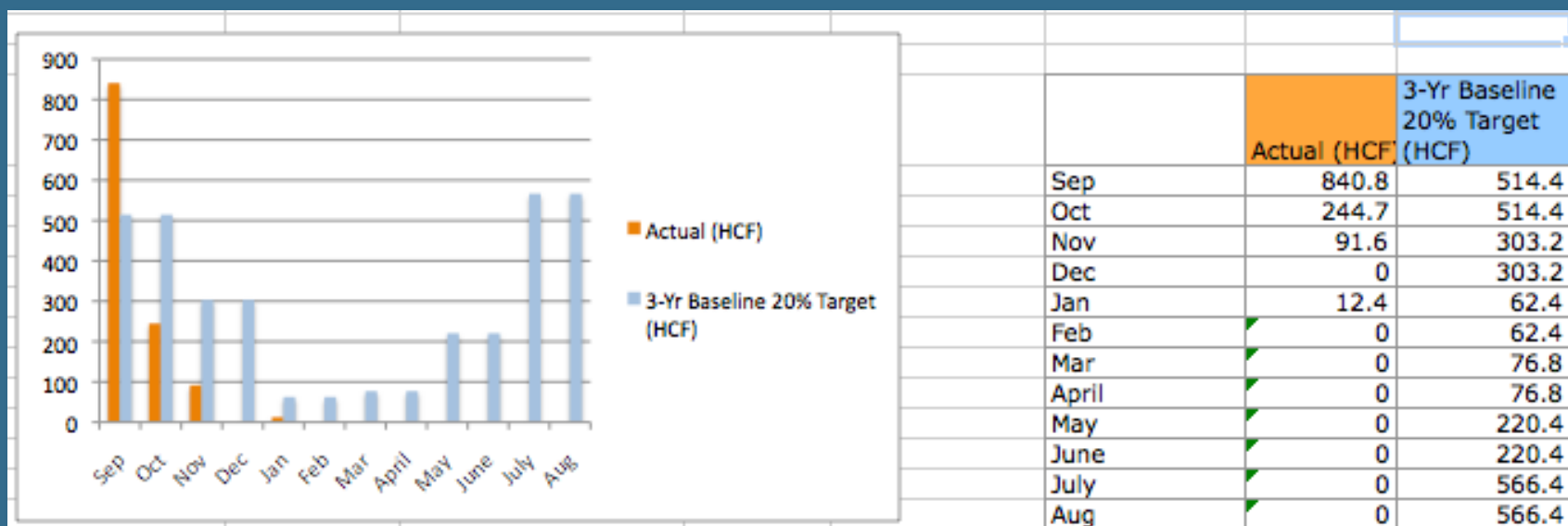
- Attrition Rate with performance-based program +/- 10% annually
- Increasing the rate of participants that complete the management of at least on one site
- Tailoring program curriculum to the mostly Spanish speaking irrigation technician market



# CLCA Certification Future Opportunities

Biggest Opportunities to Grow and Expand Program:

- Creating workshops for other markets (Public, Property Managers, Water Agency Personnel etc.)
- More Regional Pilot Programs to Show Measurable Savings with the Cooperation of Water Agencies (SDGE/ SDCWA Pilot Program)



# CLCA Certification Future Opportunities cont.

Biggest Opportunities to grow and expand program:

- Consumer Targeted Marketing and Events Promoting Landscape Water Management
- Recognition for Companies Practicing and Promoting the Program







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